

GAS STATION AND CONVENIENCE STORE DESIGN GUIDELINES

Adopted by the Development Review Board Oct 7, 1999

PURPOSE

Scottsdale has many desirable aesthetic qualities setting it apart from many other communities. These attributes have been closely guarded and nurtured by programs and initiatives intended to protect the community's aesthetic qualities and ensure design excellence. However, increasing development pressure for corporate driven design solutions threaten the very essence of what makes Scottsdale a desirable and unique place.

The purpose of these guidelines is to provide guidance for applicants, decision-makers, and staff in the development, review, and consideration of gas station and convenience store proposals. The guidelines applicable to all gas station and convenience store types. The guidelines are to be applied throughout the community and are structured to respond to the varying conditions and constraints inherent to individual site and contextual settings.

KEY OBJECTIVES

- Protect and enhance the character and quality of commercial districts and adjacent neighborhoods where gas station and convenience stores are located.
- Strengthen the pedestrian environment and provide options for safe pedestrian access.
- Create a high level of expectation in the quality of gas station and convenience store architecture.
- Provide needed flexibility to respond to unique conditions and constraints inherent to specific areas within the community.
- Minimize negative impacts to adjacent uses resulting from on-site activities.
- Maintain and strengthen a recognizable identity and character unique to Scottsdale.

CHARACTER/ CONTEXT AND THE GENERAL PLAN

A variety of character /contextual settings exist in Scottsdale ranging from historic urban settings in the Downtown to suburban and rural neighborhood settings in outlying areas. Each setting warrant differing responses in terms of site development and design. The consistent application of the following guidelines should achieve a balance between the community concerns and business requirements of the facility. Gas station and convenience store design should contribute to the established or desired character and identity of the community and neighborhood. Site-specific review with the effective implementation of these guidelines are intended to support the following Guiding

Principles of the City's General Plan: **Enhance Neighborhoods; Support Economic Vitality; Seek Sustainability; Value Scottsdale's Unique Lifestyle and Character**

DESIGN GUIDELINES

These guidelines are intended to address exterior elements of gas station and convenience store design to help promote an overall cohesive design and enable comprehensive review of such cases. The guidelines are organized into six (6) sections including Site Design, Architecture, Pump Islands, Landscape Design, Lighting, and Signage/Corporate Identification.

Site Design

The optimal layout of any individual site requires an in-depth understanding of local context and a thorough site analysis. The components of a gas station and convenience store to be considered in site design include, but are not limited to:

- Primary structure/retail sales building/single or multiple tenant
 - Pump island and canopy structure
 - Refuse, service and storage area
 - Circulation systems and parking
 - Service bays
 - Car wash and other ancillary uses
 - Drive through uses
 - ATMs and Telephones
1. All development proposals should show evidence of coordination with the site plan, arrangement of buildings and planning elements of neighboring properties.
 - Respond to local development patterns and the streetscape through the use of consistent building setbacks, orientation and relationship of structures to the street and linkages to pedestrian facilities.
 - Seek shared-access with adjoining commercial uses where feasible to minimize curb cuts and enhance pedestrian and vehicular circulation.
 - Minimize cross traffic conflicts within parking areas.
 2. Mitigate the negative impacts from site activities on adjoining uses:
 - Service areas, storage areas and refuse enclosures should be oriented away from public view and screened from adjacent sites
 - Orient drive-through windows, menu boards and associated stacking lanes away from residential areas and screen from public view.
 - Orient auto repair bay openings and car-wash openings away from public view.
 3. ATMs should be located within the primary retail building when possible. Freestanding and/or exterior wall mounted ATMs are discouraged. Automatic payment points at the pump island will be reviewed with respect to the guidelines for Pump Islands.

Architecture

The intent of the following architectural guidelines is to encourage creative architecture that is responsive to local and regional context and contributes to the aesthetic identity of the community.

1. Building design should take into consideration the unique qualities and character of the surrounding area (refer to the City's Character Area Plans for additional information).
2. Building elements that speak to the desert environment and climate, such as, architectural shade devices, a strong relationship to the ground plane, deeply recessed windows and the use of materials and textures that are associated with the region are encouraged to define the project identity with the Arizona Sonoran Desert.
3. Buildings that derive their image solely from applied treatments that express corporate identity are discouraged.
4. The design of stand-alone gas stations and convenience stores should conform to the dominant existing or planned character of the surrounding neighborhood. This can be accomplished through the use of similar forms, materials and colors.
5. The design of a facility that occupies a pad or portion of a building within a larger commercial center should be designed to reflect the design elements of that center.
6. Drive through elements should be architecturally integrated into the building rather than appearing to be applied or "stuck on" to the building.
7. All sides of a building should express consistent architectural detail and character. All site walls, screen walls and pump island canopies and other outdoor covered areas should be architecturally integrated with the building by using similar material, color and detailing.
8. To encourage visually interesting roofs, provide variations in the roof line and incorporate treatments such extended eaves and parapet walls with cornice treatments.
9. Building should respond to solar heat gain, reflectivity and glare through building orientation and the use of architectural shading devices such as pronounced eaves, covered walkways.
10. Buildings should reduce their perceived height and bulk by dividing the building mass into smaller-scaled components. Possible treatments to avoid excessive bulk and height include:
 - Low-scale planters and site walls
 - Wainscot treatment.

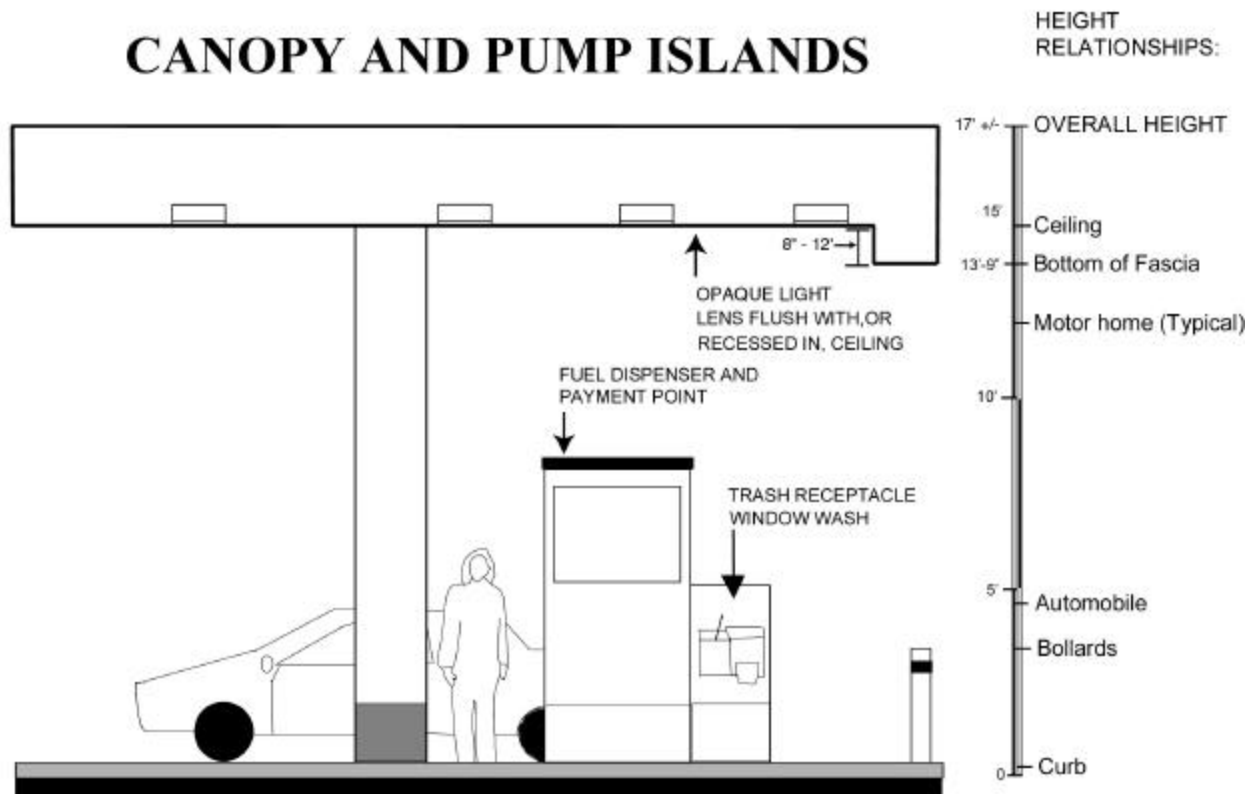
- Reveals and or projections of building massing
 - Clearly pronounced eaves or cornices
 - Subtle changes in material color and texture
 - Variation in roof forms
 - Covered pedestrian frontages and recessed entries
 - Deeply set windows with mullions
11. Storefronts should be broken into smaller individual windows or groupings of windows.
 12. Building accents should be expressed through differing materials and/or architectural detailing and not through applied finishes such as paint.
 13. Building colors should emphasize earth tones. The use of highly reflective or glossy materials should be limited and will not be appropriate in all contexts.
 14. Canopy:
 - Integration of canopy to building and site walls is desirable. Multiple canopies or canopies that express differing architectural masses are encouraged.
 - Canopy height, as measured from the finished grade to the lowest point on the canopy fascia, should not exceed 13'- 9". The clearance height of canopies should be clearly indicated on the structure or through use of a headache bar. The overall height of canopies should not exceed 17'.
 - Canopy ceiling should be textured or have a flat finish, glossy or highly reflective materials are not recommended.
 - Lighted bands or tubes or applied bands of corporate color are discouraged.
 15. All display items for sale should occur within the main building or within designated areas that are screened from public streets.
 16. Gas tank vents shall be an integral part of the building design in terms of form, color and texture.

Pump Islands

The intent of this section is to encourage pump island designs that are well organized and consolidated to minimize visual clutter. Pump island components consist of:

- Fuel dispensers
 - Refuse containers
 - Automated payment points
 - Safety bollards
 - Other appurtenances
1. The design of pump islands should be architecturally integrated with other structures on-site using similar colors, materials and architectural detailing.

2. The color of the various components of the pump island, including dispensers, bollards and all appurtenances, are encouraged to be muted.
3. All elements of the pump island or canopy that are not operational should be architecturally integrated by use of color, material, and architectural detailing.
4. The use of translucent materials and internally lighted cabinets are discouraged as finishes or as applied treatments at the pump island or on the canopy.
5. Either a pump island curb or bollard is recommended for the protections of dispensing units.



PREFERRED DESIGN CHARACTERISTICS

- Pump islands should be designed to minimize visual clutter by organizing and consolidating the various pump island components. The diagram above illustrates one possible solution

Landscape Design

Landscaping should be integral to the overall design concept and should be carefully planned to serve more than one purpose. The intent of these guidelines is to ensure that landscape design contributes to the overall appearance and function of the site.

1. Landscaping should blend with the dominant existing or planned streetscape and character of the area.
2. All landscaping should utilize only living plant material.

3. Landscaping should be provided near the primary building to anchor it to the surrounding environment and to soften the structure. In-ground landscaping should comprise the majority of the landscaping requirement. Raised planters are acceptable when designed to accentuate the architecture and or create pedestrian seating areas.
4. Trees should be used throughout paved areas and along pedestrian pathways to provide shade, to reduce heat build-up and to cut glare.
5. A landscape buffer should be provided to buffer and screen facilities uses from adjacent residential uses.
6. Dense landscaping and/or architectural treatments should be provided to screen unattractive views and features such as storage areas, trash enclosures, utility cabinets and other similar elements.
7. The site design for projects located at street corners should provide special landscape treatment at street intersection to emphasize the corner.
8. The use of mature trees is encouraged to provide an immediate impact especially when used in buffering adjacent uses.
9. Proper maintenance and timely replacement of plant material is expected and required by ordinance.

Lighting

Site lighting of gas stations and convenience stores should enhance the visual process of users while providing the following: illuminance levels appropriate for the visual task, reasonable uniformity ratios, and minimal glare and light trespass.

1. Avoid competing light levels and maintain balanced light levels on-site and between adjacent properties. The exterior lighting design must take into account the background lighting levels, lighting from other sources, and characteristics of the surrounding area.
2. Recommended illuminance level guidelines and uniformity ratios established by the Illumination Engineering Society of North America (IESNA) in the most current IESNA *Recommended Practice or Design Guide* should also be incorporated for lighting designs.
3. Direct and reflected glare and excess site brightness should be minimized.
4. Minimize light trespass beyond property lines. The maximum horizontal illuminance at grade and the maximum vertical illuminance at five feet above grade should not exceed IESNA recommended practice for light trespass
5. Canopy Lighting Maintained average horizontal illuminance at grade (directly under the canopy) should not exceed 30 footcandles and should conform to IESNA recommended practices. On properties subject to the Environmentally Sensitive Lands (ESL) overlay, the maintained average horizontal illuminance at grade should not exceed 20 footcandles and should conform to IESNA recommended practices.
 - Individual luminaire lamp wattage should not exceed 250 watts.
 - Light fixtures mounted under canopies should be completely recessed into the canopy with flat lenses that are translucent and completely flush with the bottom surface (ceiling) of the canopy.

- The sides (fascias) of the canopy should extend below the lens of the fixture 12 inches to block the direct view of the light sources and lenses from property line.
 - Lights should not be mounted on the top or sides (fascias) of the canopy, and the sides (fascias) should not be illuminated.
6. Parking Lot and Site Lighting
- All luminaires should be a full cut-off design, aimed downward and away from the property line.
 - Maintained average horizontal illuminance at grade should not exceed 5 footcandles and should conform to IESNA recommended uniformity ratios. On properties subject to the Environmentally Sensitive Lands (ESL) overlay, the maintained average horizontal illuminance at grade should not exceed 2.5 footcandles and should conform to IESNA recommended practices.
 - On properties subject to the Environmentally Sensitive Lands (ESL) overlay, the maximum pole heights should not exceed 15'.
7. Building-Mounted Lighting
- All luminaires should be a full cut-off design and aimed downward.
 - All luminaires should be recessed or shielded so the light source is not directly visible from the property line.
 - Maintained average horizontal illuminance at grade along the storefront including any spill light from store interior should not exceed current IESNA recommended practice.

Signage /Corporate Identification

Gas station and convenience store signage plans should reflect a balance between allowing adequate signage for business identification while protecting the visual aesthetic of Scottsdale's streetscapes. Other forms of branding or business identity not falling under the sign ordinance will be viewed as architectural elements and features.

1. Business identity, either by awnings, accent bands, paint or other applied color schemes, signage, parapet details, or materials should not be the dominant architectural feature. The architecture of the building should be viable and appropriate for its location and use regardless of the business identity.
2. The use of super-graphics is discouraged.
3. All signage should be architecturally integrated with their surroundings in terms of size, shape and lighting so that they do not visually compete with architecture of the building and design of the sight. Signs should be integrated such that they become a natural part of the building façade.
4. When multiple corporations share one site, signs should be integrated as one unit to create shared identity for the property to the extent permitted by the ordinance or be located and/or designed as a package where signs do not visually compete with each other.
5. Ground mounted monument signs are encouraged over canopy fascia signs.
6. Signage at the pump islands apparatus should be limited to oil company or convenience store name/logo. Safety and operational, and product labeling signs are allowable but should be scaled for the visibility of the immediate user only.

7. New construction design should anticipate signage. Designs should provide logical sign areas, allowing flexibility for new users as the building is re-used over time.
8. Repetitious signage information on the same building frontage should be avoided, regardless of the sign area square footage allowed for by ordinance.
9. Signs composed of individual letters are encouraged. Back lit or indirectly lit individual letters are desirable.
10. Visible raceways and transformers for individual letters are discouraged.

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